


Students' Profile : Batch 2016-2018

MMS Marketing

	Name : Nileshechake Contact Details: 9029009188 / 9833938991 Email Id: nileshechake@gmail.com Qualification: B.Com Work Experience: 18 months
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Summer Project

Company Name: Parag Milk Foods Ltd.
Project Title: Brand Awareness of Pride of Cows

	Name : Rahul Gunjal Contact Details: 9768954931 Email Id: rahulgunalrk@gmail.com Qualification: B.Com Work Experience: 16 months
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Summer Project

Company Name: Britannia Industries Ltd.
Project Title: Business Expansion Potential Assessment for Dombivali Territory for all Britannia Products.

	Name : Ramesh Gupta Contact Details: 9987830126 Email Id: guptaramesh4499@yahoo.com Qualification: B.Sc Work Experience: Nil
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Summer Project

Company Name: Britannia Industries Ltd
Project Title: Distribution Mapping and Expansion Potential Assessment for Digha, Vitava and Airoli Territory for all Britannia Products.

	Name : Karan Rajput Contact Details: 9619994016 Email Id: karanr7395@gmail.com Qualification: B.M.S. Work Experience: Nil
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Summer Project

Company Name: Nielsen India
Project Title: Flipkart Turing – To know about the buying behavior of people on Flipkart



Name : Firdaus Khan
Contact Details: 7678078534
Email Id: firdausk947@gmail.com
Qualification: firdausk947@gmail.com
Work Experience: Nil

Summer Project

Company Name: MRSS India

Project Title: To understand the customer satisfaction towards after sales services offered by MRSS India.



Name : Prathamesh Mahagaonkar
Contact Details: 8286846487
Email Id: pratham_m@outlook.com
Qualification: B.E. - IT
Work Experience: 10 months

Summer Project

Company Name: C Com Digital.

Project Title: Role of Digital Marketing in enhancing the Brand Equity.



Name : Indervir Singh Saini
Contact Details: 9870471901
Email Id: sainiindervir@gmail.com
Qualification: B.A.F
Work Experience: 54 months

Summer Project

Company Name: Bajaj Allianz

Project Title: Changing Evaluation Parameters of Insurances across various Channels



Name : Mitali Vaidya
Contact Details: 9820320593
Email Id: mitalivaidya54@gmail.com
Qualification: B. Sc. - Forensic Science
Work Experience: Nil

Summer Project

Company Name: Parag Milk Foods Ltd..

Project Title: Study of Consumer Behavior towards Farm Fresh Milk (POC)



Name : Lokesh Adhangle
Contact Details: 9594265996/8369633288
Email Id: lokeshadhangle@gmail.com
Qualification: B. Sc. - IT
Work Experience: Nil

Summer Project

Company Name: Britannia Industries Ltd.

Project Title: Distribution Mapping & Expansion Potential / Enhancement for Mumbra Territory



Name : Prasad Bhattacharya
Contact Details: 7303292349
Email Id: prasadpb4@gmail.com
Qualification: B.M.S
Work Experience: Nil

Summer Project

Company Name: Nielsen India

Project Title: To audit the Internal Process of Reliance Energy



Name : Branol Gonsalves
Contact Details: 8087067639
Email Id: brangonsalves@gmail.com
Qualification: B. Com.
Work Experience: Nil

Summer Project

Company Name: S S Auto

Project Title: To know the customer satisfaction level towards services of SS Auto



Name : Vishal Jadhav
Contact Details: 8767398587
Email Id: vishaljadhav8700@gmail.com
Qualification: B.M.S
Work Experience: Nil

Summer Project

Company Name: Mapro Foods

Project Title: Study of Factors Influencing Consumer Buying Behavior of Mapro Crushes



Name : Saurabh Panchal
Contact Details: 8082652417
Email Id: saurabhpanchal349@gmail.com
Qualification: B. A.F
Work Experience: Nil

Summer Project

Company Name: S.S Auto

Project Title: Consumer Preference Studies with respect to Motor Spare Parts and Services



Name : Aditi Redkar
Contact Details: 9029047342
Email Id: aditiredkar25@gmail.com
Qualification: B. Com
Work Experience: 12 months

Summer Project

Company Name: Nielsen India

Project Title: To understand the Brand Awareness of "BIRA 91" in Mumbai



Name : Manish Sawant
Contact Details: 7506128965
Email Id: manishcandid08@gmail.com
Qualification: B.B.M
Work Experience: 2 months

Summer Project

Company Name: Nielsen India

Project Title: Comparative analysis of Nestle and ITC from Retailer's Perspective



Name : Shanmugha Sundaram
Contact Details: 9987722138
Email Id: shanmugha_sundaram@yahoo.in
Qualification: B.M.S
Work Experience: 2 months

Summer Project

Company Name: Mapro Foods

Project Title: Promotional strategies of Mapro Fruit Crush / Concentrates in retail chain format with respect to Western Mumbai



Name : Nilesh Singh
Contact Details: 7977942350
Email Id: singhnilesh29@gmail.com
Qualification: B. Sc. - IT
Work Experience: Nil

Summer Project

Company Name: Stay Quick

Project Title: Promoting "Stay Quick" hotel booking application business model for strategic linkage with hotels



Name : Kamaljit Singh Sur
Contact Details: 8806460210
Email Id: kamal7276@gmail.com
Qualification: B. Com
Work Experience: 51 months

Summer Project

Company Name: E4 Development & Coaching

Project Title: A study of brand activation program of electrical equipments



Name : Yogendra Vishwakarma
Contact Details: 9172565754
Email Id: vishwakarmayogen@gmail.com
Qualification: B. Com
Work Experience: Nil

Summer Project

Company Name: Mapro Foods

Project Title: Market and Competitor Analysis of Mapro Crushes



Name : Dipesh Kumar Waghela
Contact Details: 9769168831
Email Id: wdipesh92@gmail.com
Qualification: B. Sc. - IT
Work Experience: Nil

Summer Project

Company Name: Nielsen India

Project Title: Comparative Analysis to study the perception level of brands



Name : Veenu Yadav

Contact Details: 9869993321

Email Id: yadavveenu11@gmail.com

Qualification: B.E.

Work Experience: 18 months

Summer Project

Company Name: Nielsen India

Project Title: Liva Termination

PGDM Finance



Name : Ratandeep Kaur Arora
Contact Details: 8412812765
Email Id: ratandeeparora94@gmail.com
Qualification: B.B.A.
Work Experience: Nil

Summer Project

Company Name: Raymond Ltd.

Project Title: Retail Branding



Name : Ashish Awate
Contact Details: 9702523347
Email Id: awate.ashish76@gmail.com
Qualification: B.M.S.
Work Experience: Nil

Summer Project

Company Name: FSL Software Technologies

Project Title: Studying the potential for CRM Software in SMEs in Mumbai Region



Name : Abhishek Dubey
Contact Details: 9769033832
Email Id: abhishekdubey5291@gmail.com
Qualification: B. Com.
Work Experience: Nil

Summer Project

Company Name: Mapro Foods

Project Title: Performance Analysis of Mapro Products using Sales & Marketing Data



Name : Nishikant Ghadge
Contact Details: 7715076336
Email Id: nishikantghadge03@gmail.com
Qualification: B. Sc. - CS
Work Experience: Nil

Summer Project

Company Name: KOWRK The Future of Work

Project Title: To study the impact of social media marketing on SMEs and Start-ups & how they perform their SMM



Name : Sanjay Gupta
Contact Details: 9987322395
Email Id: sanjayg453@gmail.com
Qualification: B.M.M
Work Experience: Nil

Summer Project

Company Name: Nielsen India

Project Title: Pediatric Care



Name : K.S. Sandhya
Contact Details: 7506990631
Email Id: sandhyanarayan55@gmail.com
Qualification: B.M.S
Work Experience: Nil

Summer Project

Company Name: Britannia Industries Ltd.

Project Title: Exploring alternate channel opportunities in FMCG Institutional Sales



Name : Amruta Kedar
Contact Details: 8286445669
Email Id: amrutakedar93@gmail.com
Qualification: B.M.S
Work Experience: 12 months

Summer Project

Company Name: C Com Digital.

Project Title: Search Engine Marketing



Name : Tanveer Khan
Contact Details: 9321965787 / 9920194281
Email Id: trk4578@gmail.com
Qualification: B.M.S
Work Experience: Nil

Summer Project

Company Name: U.H. Trading Co.

Project Title: Advertising & Selling of products



Name : Kiran Krishnani
Contact Details: 9870099458
Email Id: kirankrishnani1994@gmail.com
Qualification: B.M.S
Work Experience: Nil

Summer Project

Company Name: Classic Stripes.

Project Title: Decals in Indian Retail Market with respect to two-wheelers & four-wheelers



Name : Suvidha Mhatre
Contact Details: 8898402915
Email Id: suvidhamhatre08@gmail.com
Qualification: B. Sc. - CS
Work Experience: 6 months

Summer Project

Company Name: Parag Milk Foods Ltd

Project Title: Consumer Preference and Perception towards POC with reference to other market players



Name : Devansh Pal
Contact Details: 9870330395
Email Id: p.devansh.n@gmail.com
Qualification: B. Sc.
Work Experience: 9 months

Summer Project

Company Name: Future Retail Ltd

Project Title: Analysis of Consumer Behavior, Promotion and Marketing of Retail Brands.



Name : Pasa Kalam
Contact Details: 9167000134
Email Id: mohammedkalam000@gmail.com
Qualification: B. Com.
Work Experience: Nil

Summer Project

Company Name: Mapro Foods

Project Title: Performance Analysis of Mapro Products using Sales & Marketing Data



Name : Pooja Sharma
Contact Details: 7506080511
Email Id: pooja.sharma18693@gmail.com
Qualification: B. Sc. - IT.
Work Experience: Nil

Summer Project

Company Name: Prateek Explosionproof Pvt. Ltd

Project Title: Sales Order Process



Name : Pritika Talekar
Contact Details: 8080976311
Email Id: pritika.talekar07@gmail.com
Qualification: B. Sc. - CS
Work Experience: 9 months

Summer Project

Company Name: Parag Milk Foods Ltd.

Project Title: Consumer Behavior Towards Premium Milk Brand



Name : Suwartha D'Souza
Contact Details: 7506726787
Email Id: soufiyadsouza@gmail.com
Qualification: B. Sc.
Work Experience: Nil

Summer Project

Company Name: Parag Milk Foods Ltd.

Project Title: Analyze & Determine the Consumer Behavior towards Pride of Cows & its competitors in South Mumbai



Name : Gauri Narke
Contact Details: 8976893356
Email Id: gaurisnarke@gmail.com
Qualification: B. Sc.- CS
Work Experience: Nil

Summer Project

Company Name: Parag Milk Foods Ltd.

Project Title: Analysis of Brand Promotion & Marketing Strategy of Pride of Cows in comparison with the competitors (Sarda)